

**ELLIOTT & ELLIOTT, P.A.**  
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SCOTT ELLIOTT

TELEPHONE (803) 771-0555  
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August 31, 2009

**VIA E-Filing**

Mr. Charles Terreni  
Chief Clerk and Administrator  
SC Public Service Commission  
Post Office Drawer 11649  
Columbia, SC 29211

RE: Embarq Communications, Inc. Request for  
approval of use of d/b/a

Dear Mr. Terreni:

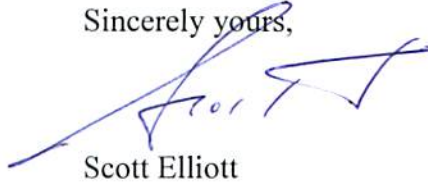
As a result of the parent company merger between CenturyTel, Inc. and Embarq Corporation, Embarq Communications, Inc. ("ECI") has elected to do business in the state of South Carolina as "CenturyLink Communications." This d/b/a will replace the formerly approved d/b/a of "Embarq." All customers have been notified of this change. Attachment A is a copy of the bill message provided to all Embarq customers (residential and business except major accounts and single view). Attachment B is the bill insert sent to all Embarq customers (residential and business except major accounts and single view). Attachment C is a copy of the letter sent to major account and single view customers. Once the use of the d/b/a is approved, ECI will file the required documentations to reflect the new d/b/a in its tariffs.

In addition, ECI respectfully requests that the Commission waive any notification requirements, including notice by publication requirements, since ECI has already notified its customers of the use of the CenturyLink name. In addition, the new company intends to significantly advertise in its service territory the change to the CenturyLink brand, with the official brand launch planned for mid-October.

Mr. Terreni  
August 31, 2009  
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If you have any questions regarding this matter, please do not hesitate to contact me.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Scott Elliott", with a stylized flourish extending from the end.

Scott Elliott

SE/jcl

Enclosures

cc; C. Dukes Scott, Executive Director, ORS  
Nanette Edwards, Esq., ORS  
Susan S. Masterton, Esq., CenturyLink  
William Hanchey, CenturyLink

**Bulk Transfer Customer Bill Message (EMBARQ version)**  
**To run July 18 - August 18**  
**DRAFT 5/Name Change**  
**7/13/09**

We are excited to announce that CenturyTel and EMBARQ have merged to create one of the leading communications companies in the United States, and will soon begin operating as CenturyLink. We're sending you this notice so you understand what this news means for you.

Combining CenturyTel and EMBARQ creates a stronger, more efficient and competitive company called CenturyLink, with operations in 33 states and approximately 7.5 million access lines and more than 2 million broadband customers. It will also enable us to maintain the high quality of service you have come to expect and provide the new services you will want in the future.

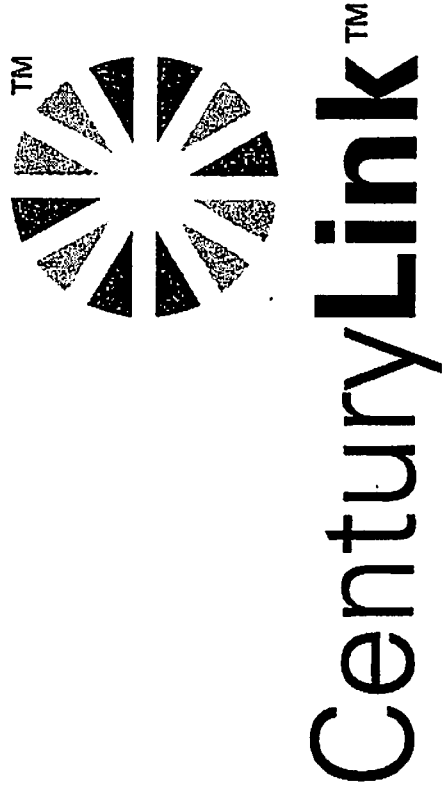
In the coming months, you will begin seeing the CenturyLink name and logo where you see the CenturyTel and EMBARQ names and logos today, including on your bill. There will be no charges to you for any changes to your carrier's operating name as a result of this merger. However, as a customer, you have a right to select your own service provider. Unless you desire to select a new provider of your communications service, you do not need to take any action.

Keep in mind, if you change carriers, a transfer charge may apply and you may lose bundled discounts or other benefits you currently enjoy. If you previously requested a freeze on your account to block changes to your preferred local and/or long distance carrier, Federal Communications Commission (FCC) rules require us to lift the freeze at the time you elect to change carriers. If you want the freeze reinstated or if you have other questions, please contact your customer service representative at 1-800-366-8201 for residential customers and 1-877-436-2277 for business customers.

At this time, there are no planned changes, outside of already approved regulatory plans, to your current plan, rates, features, terms and conditions of your service as a result of the merger or this change in operating name. Your rates are listed on this bill. Your terms and conditions can be found at [www.centurytel.com](http://www.centurytel.com) or at [www.embarq.com](http://www.embarq.com).

CenturyLink looks forward to the opportunity to continue to serve your communications needs, and we will continue to inform you of developments as they occur.

Attachment A



CenturyTel and EMBARQ are pleased to announce that our merger is complete. As one of the leading communications companies in the United States, our combined company has adopted a new name – CenturyLink. You will soon start seeing the CenturyLink name and logo wherever you now see CenturyTel or EMBARQ.

CenturyLink is a company that embodies the idea of moving forward – helping customers enjoy the benefits of the latest technologies and excellent customer service. Our name and logo represent the power of connecting people and businesses to each other and to new opportunities, both locally and nationally.

Thank you for your business. We look forward to serving you.

Voice | Data | Internet | Wireless | Entertainment



August 19, 2009

Dear Valued EMBARQ customer,

We are excited to announce that CenturyTel and EMBARQ have merged to create one of the leading communications companies in the United States, and will soon begin operating as CenturyLink. We're sending you this notice so you understand what this news means for you.

Combining CenturyTel and EMBARQ creates a stronger, more efficient and competitive company called CenturyLink, with operations in 33 states and approximately 7.5 million access lines and more than 2 million broadband customers. It will also enable us to maintain the high quality of service you have come to expect and provide the new services you will want in the future.

In the coming months, you will begin seeing the CenturyLink name and logo where you see the CenturyTel and EMBARQ names and logos today, including on your bill. There will be no charges to you for any changes to your carrier's operating name as a result of this merger. However, as a customer, you have a right to select your own service provider. Unless you desire to select a new provider of your communications service, you do not need to take any action.

Keep in mind, if you change carriers, a transfer charge may apply and you may lose bundled discounts or other benefits you currently enjoy. If you previously requested a freeze on your account to block changes to your preferred local and/or long distance carrier, Federal Communications Commission (FCC) rules require us to lift the freeze at the time you elect to change carriers. If you want the freeze reinstated or if you have other questions, residential customers should contact customer service at 800-366-8201 and business customers should contact 877-436-2277.

At this time, there are no planned changes, outside of already approved regulatory plans, to your current plan, rates, features, terms and conditions of your service as a result of the merger or this change in operating name. Applicable terms and conditions for your products and services are listed in your agreement with EMBARQ. Applicable rates also are listed in your agreement with EMBARQ and your current EMBARQ bill.

CenturyLink looks forward to the opportunity to continue to serve your communications needs, and we will continue to inform you of developments as they occur.

Attachment C

## CERTIFICATE OF SERVICE

The undersigned employee of Elliott & Elliott, P.A. does hereby certify that she has served below listed parties with a copy of the pleading(s) indicated below by mailing a copy of same to them in the United States mail, by regular mail, with sufficient postage affixed thereto and return address clearly marked on the date indicated below:

RE: Embarq Communications, Inc. Request for  
approval of use of d/b/a

DOCKET NO.:

PLEADING: Letter with Attachments

PARTIES SERVED: C. Dukes Scott, Esq.  
Office of Regulatory Staff  
P. O. Box 11263  
Columbia, SC 29211

Nanette S. Edwards, Esq.  
Office of Regulatory Staff  
P. O. Box 11263  
Columbia, SC 29211

Susan S. Masterton, Esq.  
Embarq Corporation  
1313 Blair Stone Road  
Mailstop: FLTLH00102  
Tallahassee, FL 32301

William Hanchey  
CenturyLink  
14111 Captial Blvd.  
Wake Forest, NC 27587-5900

  
Jackie C. Livingston, Paralegal

August 31, 2009